

Torrance Merchants Stage Huge Bargain Week
 To Welcome New Columbia Workers and Families.—Whole District Invited to Profit by Savings Offered All This Week

Live In
Torrance

Torrance Herald

Buy In
Torrance

THIRTEENTH YEAR—No. 20

Published Weekly

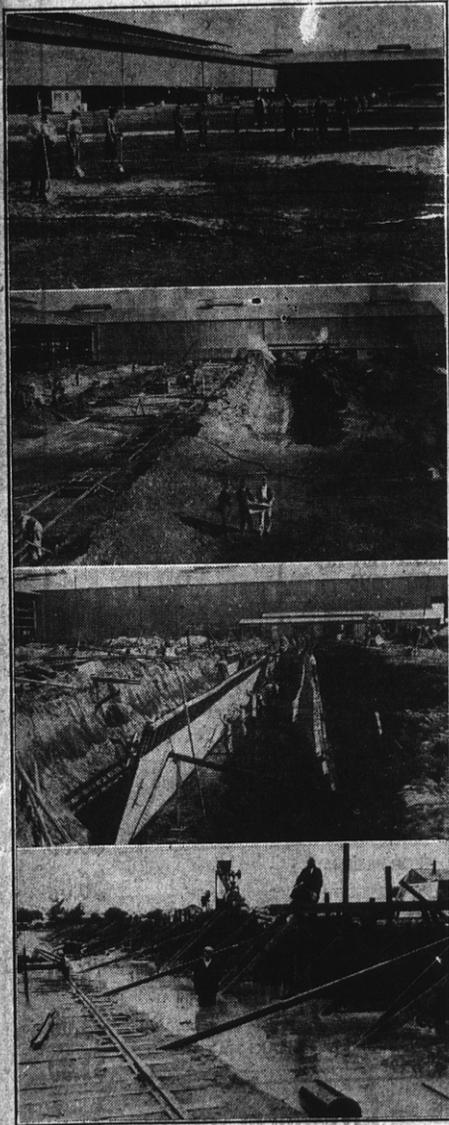
TORRANCE, CALIF., TUESDAY, MAY 17, 1927

Every Thursday

5c per Copy

MOVING PLANT GIGANTIC TASK

RACING WITH TIME



—Photos by LaPlante. Air Views by Rogers.
 Columbia officials gave Chief Engineer Irvine Skeoch four months to the minute to have the company's big sheet mill here ready for operation. Above is a group of progress pictures taken during the construction job. At the top is a scene taken at 11:05 a. m. on Jan. 18, showing the excavating crew starting to work. Immediately below is a picture of the crew excavating for the mill foundation. Mr. Skeoch, Brady Wolfe and P. O. Guy are shown studying the blueprint. Next below is a picture of the crew building forms for the heavy concrete mill foundations. During the big rains of February excavations were flooded with water, which drained off fast. C. A. Ryan is shown in the bottom picture standing in the water. A little rain didn't bother the construction gangs and didn't halt the schedule.

COLUMBIA STEEL MEN

Read the Bargain Sale Ads in This
Special Edition.
You Can
BUY BETTER IN TORRANCE

Mill Is Shipped In Cars

Columbia Transports 135
Carloads Plus Buildings
From South S. F.

OPERATING PLANS TOLD

Plant Will Run Day and
Night From Monday
to Saturday

Southern California's first sheet steel mill, which will open Wednesday morning at 11 o'clock, came down to Torrance from South San Francisco by train.

The plant purchased by the Columbia Steel Corporation was operating in the northern city on February 20, less than three months ago. It will be operating here tomorrow.

Something of the gigantic task which confronted Columbia executives and crews in moving the big mill, buildings, machinery and all, may be realized from the following facts:

The buildings cover three and a half acres.
 The capacity of the mill is 3100 tons a month.

It required 135 carloads to transport the machinery to Torrance, and this includes none of the buildings.

The buildings were taken down completely and shipped by rail.

Ship Buildings
 Every piece of steel in the two big structures now up here with the exception of the corrugated material was shipped.

The machinery includes two 40-ton cranes, a whole series of heavy rolling mill units, huge annealing boxes, a great blue annealing furnace, big conveyors, a gigantic pair of shears for cutting sheet steel, and all the other machinery units used in a big mill.

At the opening of the plant this week four rolling mills will be put in operation, the balance to be started shortly.

To start the mill bars have been shipped to Torrance from the company's plant at Pittsburg, Calif. Later pig iron will be shipped to Torrance from the company's mines and blast furnaces at Provo, Utah. They will be mixed here with scrap and melted in the company's huge open hearth furnaces, one of which has just been installed with a capacity of 50 tons a day.

Conveyor for Sheets
 The metal is heated to a temperature of 3000 degrees in this furnace and then rolled into sheet bars in the company's old plant here. It will be cut to length in the new plant, reheated and sent through the sheet mills, which are heavy rollers.

Blue annealed sheets will then pass through an annealing furnace under a temperature of about 1700 degrees and be conveyed down a 350-foot automatic conveyor to

(Continued on Page 5)

CELEBRATION TO DRAW HUNDREDS

Parade to Big Doings

Line Will March at 10 o'Clock
Sharp to Columbia
Plant

FREE BARBECUE AT 12

Whole Town Invited to See
Mill Turn Out First
Sheet

Celebrating the entrance of Torrance into the industrial limelight of the Pacific coast as the steel center of the southwest, people of this city Wednesday morning will take part in a big program when the Columbia Steel Corporation's new \$2,000,000 sheet rolling mill begins operation as the first plant of its kind in Southern California.

Evidences of this city's appreciation of Columbia's expansion program in Torrance will take the form of a big parade to leave the city hall on Cravens avenue at 10 o'clock sharp Wednesday morning, a short ceremony at the steel plant, presentation of a bronze plaque to the company to commemorate the city's appreciation, and a big free barbecue on the Columbia property at noon.

Mayor John Dennis and Harry H. Dolley, general chairman of the "Hall Columbia" celebration, have joined in an earnest plea that every man and woman in Torrance who possibly can do so be in the parade. Persons parading to the Columbia plant will wear badges which will be provided as the line forms. These badges will serve as tickets to the barbecue which will follow the opening of the big mill.

At the Columbia plant trained crews have completed the installation of machinery. Sheet bars are ready. Annealing furnaces, pickling tanks, the big rolling mill, long conveyors and giant steel shears are ready to turn out the first sheet of steel at 11 o'clock.

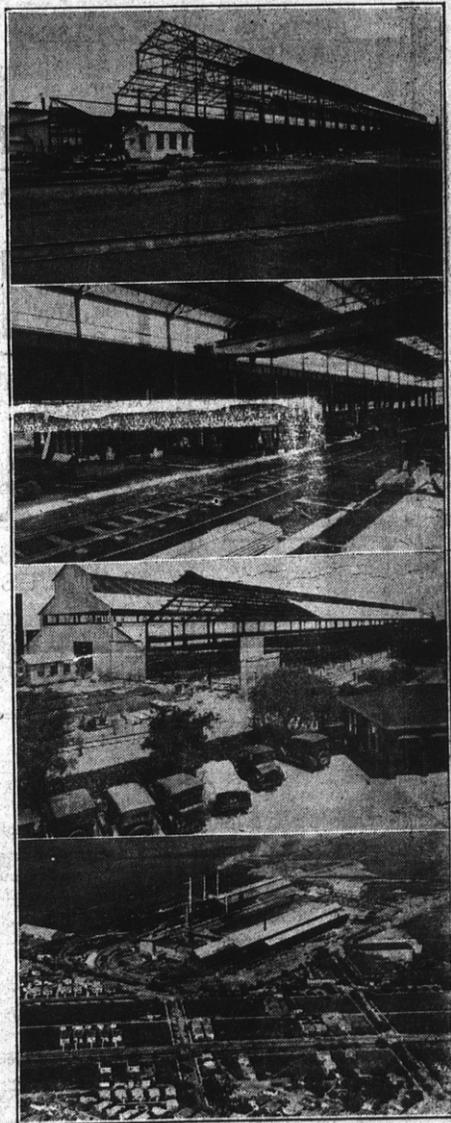
This event will be signaled by the blowing of a whistle at the Columbia plant, which in turn will be a signal for the blowing of every factory whistle in Torrance.

Officials Coming
 A number of high officials of the Columbia Steel Corporation will be on hand for the opening. Executives of the corporation's northern plants and the Provo mines and blast furnaces where Columbia makes its own pig iron will also be on hand.

W. L. Booth, manager of the Torrance plant, requested The Herald to issue a cordial invitation to everyone in town to attend the opening of the new mill.

The parade, under the direction of Warren Johnston, will start forming on Cravens avenue at 9:30 a. m. It will proceed southeast on Cravens to Marvelina, south on Marcellina to Carson, east to

SPEED CREWS WIN



—Photos by LaPlante.
 Here are some more progress pictures taken during the Columbia crew's winning race against time in building and equipping the \$2,000,000 sheet steel mill in Torrance. At the top is a picture taken on April 11, showing the frame of the mill building completed. The steel crews did some fast work about this time. Below is a picture of the mill interior taken on the same day. The huge 40-ton high-speed crane is shown at the top of the picture. On May 9 the picture next below was taken. At the left may be seen the end of the mill building, and at the right the big sheet steel warehouse is being completed. The buildings were shipped to Torrance from South City complete with the exception of the corrugated material. At the bottom is an aeroplane view of the Columbia plant as it appeared from the air two weeks ago.

Cabrillo, north on Sartori, east on El Prado, and north on Border to the Columbia plant.

A platform will be erected on the Columbia grounds and a ceremony will be held. Mayor John Dennis and George Proctor, president of the Chamber of Commerce, will speak briefly.

To Present Plaque
 Presentation of the bronze plaque to the company will be made by Mayor Dennis. Columbia officials will respond. After this ceremony the whistle will blow at 11 o'clock and the crowd will see the first bar of steel go through the rolling mill, into the annealing furnace, down the 350-foot conveyor to the big shears and thence into the warehouse. At noon the barbecue will be served.

This
Will
Blow
at 11
Sharp
on
May
18th

'Cause
11
Is
N. A.
Becker's
Lucky
Number



BE THERE
WHEN THIS
WHISTLE
TOOTS